**IT Applications Unit 3, AOS 1, Online Communities**

Complete the following, from Chapter 2, Online Communities, pgs, 44 –

1. Define an online community?

**Types of online communities:**

**Social networks and communities**

1. Describe the nature of a social networking site.

A social networking site is a website that encourages members of its online community to share their interests, stories, thoughts, photos and videos with other members of the community.

1. List egs. of these sites.

Facebook, Google Wave, LinkedIn, Twitter.

1. What is the primary purpose of social networking sites.

The primary purpose of social networking site is for people can share thoughts, ideas and general chit – chat about their day to day interactions.

1. Is there governance over these sites and do they add “new” content to the internet?

There is no real governance over what they post into these communities; however, most have acceptable – use policies that discourage the posting of illegal content.

Personal Profile Sites

1. Describe the nature of personal profile sites.

A profile page that is lists their friends and information about themselves.

1. As a social networking tool what does facebook enable users to do?

To share information, photos and videos on the site with other people.

1. What type of tool is twitter?

Twitter is a micro – blogging tool that broadcasts up to 140 characters – worth of observation, thoughts or links to information.

1. What has been the strengths & weaknesses of twitter?

The strengths of it is through large events such as elections and natural disasters, as users can get information out to the world more quickly than by traditional media. And the weaknesses of it is that there is no moderation and the environment is social, most Twitter posts have been labelled as ‘pointless babble’. Businesses have seen the potential to access thousands of eyes board the Twitter phenomenon, using the medium to market their wares and guide customers to their online shops

1. What do social networking tools, such as Flicker and YouTube allow users to do?

To share and witch videos on the sites.

Issue:

1. How do social networking sites pose a legal and ethical minefield for employers?

Now that the opportunities to blab to the world – even unwittingly – are flourishing faster than we can count, companies are worried their brands are being damaged by employees making personal revelations on social networks.

**Professional or work-based communities, p 49**

1. Describe the characteristics of professional or work-based communities.

Professional communities generally have a very clear charter. Websites, discussion areas and mailing lists are set up with a clear purpose and often the community has rules on what and how information can be shared.

1. How does membership differ in these communities to social networking sites?

Memberships to these communities are often closed, as the site is either owned by a professional association or a workplace. Usernames in these communities tend to reflect the real name of the person behind the account, as often members are looking to build up their professional standing by contributing to discussion.

1. How does the content differ from social networking sites?

The professional working network contented more knowledge bank of the community by rewarding users who post regularly with a link to the poster’s online shop from the home page of the Dust Team website.

**Project and interest based communities**

1. List the characteristics of these communities.

* Are open to the public
* Have free membership
* Encourage the exchange of the ideas

1. List an eg. of an interest based community.

Handmade Help blog, Morris Minor UK.

1. Visit the project based community, <http://handmadehelpsout.blogspot.com/> as an eg. of one of these sites.